

CLAIMS

Having thus described our invention, what we claim as new and desire to secure by Letters Patent is as follows:

- 1 1. A method of supporting customizable solution bundles for e-commerce
2 applications which enable the marketing of products and services by
3 presenting to customers products and services in solution bundles as entitled
4 groups comprising the steps of:
5 mapping customizable solution bundles into a virtual entitled group;
6 and
7 processing the virtual entitled group, without distinction with other
8 entitled groups, by back end fulfillment systems and ancillary e-commerce
9 services.
- 1 2. The method of supporting customizable a solution bundles for e-commerce
2 applications recited in claim 1, further comprising the step of recognizing a
3 unique distinguished identifier, for each marketable item in a virtual entitled
4 group that allows the front-end, back-end fulfillment and ancillary service
5 components to associate an item with an incentive price of the item.
- 1 3. The method of supporting customizable a solution bundles for e-commerce
2 applications recited in claim 2, wherein a customizable solution bundle is
3 mapped into a subset catalog of the master catalog containing preselected
4 marketable elements.
- 1 4. A method of supporting customizable a solution bundles for e-commerce
2 applications comprising the steps of:
3 providing a bundle definition process, where a solution bundle is

4 created and loaded into the various components that support an e-commerce
5 application, including the front-end and back-end application fulfillment
6 systems;

7 mapping customizable solution bundles into a virtual entitled group
8 and processing the virtual entitled group, without distinction with other
9 entitled groups, by back-end fulfillment systems and ancillary e-commerce
10 services;

11 providing a user interface as a component of the e-commerce front-end
12 application, which presents a solution bundle configuration to the user and
13 manages an order selection based on established bundle rules;

14 providing an order process, whereby the e-commerce application
15 passes the solution bundle order to the back-end application fulfillment
16 systems for completion; and

17 recognizing a unique distinguished identifier, for each marketable item
18 in an order that allows the front-end, back-end fulfillment and ancillary
19 service components to associate an item to a given bundle, thereby resolving
20 characteristics, including an incentive price of the item.

1 5. The method of supporting customizable a solution bundles for e-commerce
2 applications recited in claim 4, wherein a customizable solution bundle is
3 mapped into a subset catalog of the master catalog containing preselected
4 marketable elements that represents a potential set of products that a
5 marketing organization determines what is suitable for a class of customer
6 based on experience gained by marketing teams for that industry.

1 6. The method of supporting customizable a solution bundles for e-commerce
2 applications recited in claim 4, further comprising the step of recommending
3 products and guiding the customer through a solution, whereby the customer
4 is allowed to select marketable items from the subset catalog in which to

5 customize their solution.

1 7. The method of supporting customizable a solution bundles for e-commerce
2 applications recited in claim 6, wherein solution bundles are tailored to
3 specific industries or classifications of customers, whereby many solution
4 bundles may be defined by a given vendor.

1 8. The method of supporting customizable a solution bundles for e-commerce
2 applications recited in claim 7, wherein the solution bundle is dedicated to a
3 specific industry or class of customer.

1 9. The method of supporting customizable a solution bundles for e-commerce
2 applications recited in claim 8, wherein a solution bundle which, when
3 selected by the customer, results in a pricing discount.

1 10. The method of supporting customizable a solution bundles for
2 e-commerce applications recited in claim 9, wherein a variety of differing
3 pricing discounts are applied against individual marketable elements or on the
4 entire solution bundle as a whole, depending on rules applied, the application
5 of a pricing discount being dependent on a selection the customer chooses at
6 the time they are customizing their solution.